



# NEWS RELEASE

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## LENORE JOHNSON NAMED HOME-BASED BUSINESS CHAMPION OF THE YEAR 2006

SANTA ANA, CALIF – Lenore Johnson, owner of LTJ Graphic Studio and a resident of Murrieta, CA



has been named *Home-Based Business Champion of the Year 2006* by the Santa Ana District Office of the U.S. Small Business Administration (SBA). J. Adalberto Quijada, SBA District Director, announced her selection saying “Lenore Johnson’s contributions to home-based businesses have made her successful in this niche market and demonstrate the value of home-based businesses in our overall economy.”

Johnson started LTJ Graphic Studio as a part-time business in 1997 and became a full-time, full service graphic design firm soon after. LTJ Graphic Studio provides its

clients with logo design and development, corporate identities, magazine ad graphics, brochures and all printed collateral material, in addition to website design and development services.

A member of the Murrieta Chamber of Commerce since July 2001, Johnson was instrumental in developing an educational program called the Home-Based Business University for the Chamber. The program was so popular that it was expanded beyond strictly home-based and became the Business University. Johnson also makes time to educate local youth in the field of graphic design by speaking with students from local high schools, colleges and the Girl Scouts of America. Through her internship program, she educates newcomers to business, including students of web development in the hopes that this will promote a desire for professionalism and high work ethics.

Al Jaszcar, senior business consultant with the Inland Empire Small Business Development Center, nominated Johnson for her contributions to home-based businesses both directly and as an advocate in the business community.

Johnson will be honored locally at the SBA's Small Business Award Luncheon on Tuesday, April 18, 2006 at The Grove of Anaheim, CA. For further information please call the Orange County Small Business Development Center at (714) 564-5202.

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